

Startup Press Release Analyzer

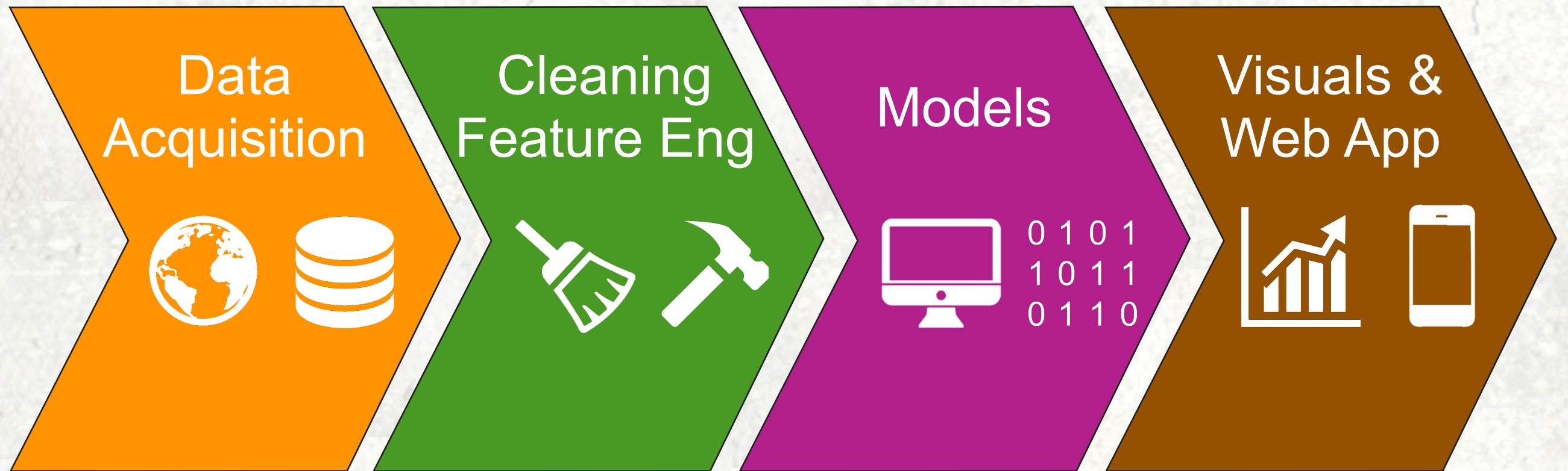
An inquiry into the patterns and trends in startup press releases



Project Goals

- Illuminate common characteristics and topics among startup press releases using NLP
- Explore how these elements vary among industry, location and other meta information
- Create web application for analyzing a new press release and comparing its NLP features against the database of documents

Data Pipeline



CrunchBase



PR Newswire

United Business Media

- HTML => Text
- Sentiment Analysis
- Extract Location from Text
- TF-IDF
 - Sparse Matrix
- NMF
 - Latent Features
- Custom Cross Val
- By Region, Industry
- Live Analysis of new Press Release

Results: Latent Topics - Top Words

- **Topic 1: Healthcare/Biotech**

- health, patient, care, healthcare, medical, hospital, clinical, cancer, physician, elsevier

- **Topic 2: Renewable Energy**

- solar, energy, power, project, renewable, module, utility, sunpower, electricity, skypower

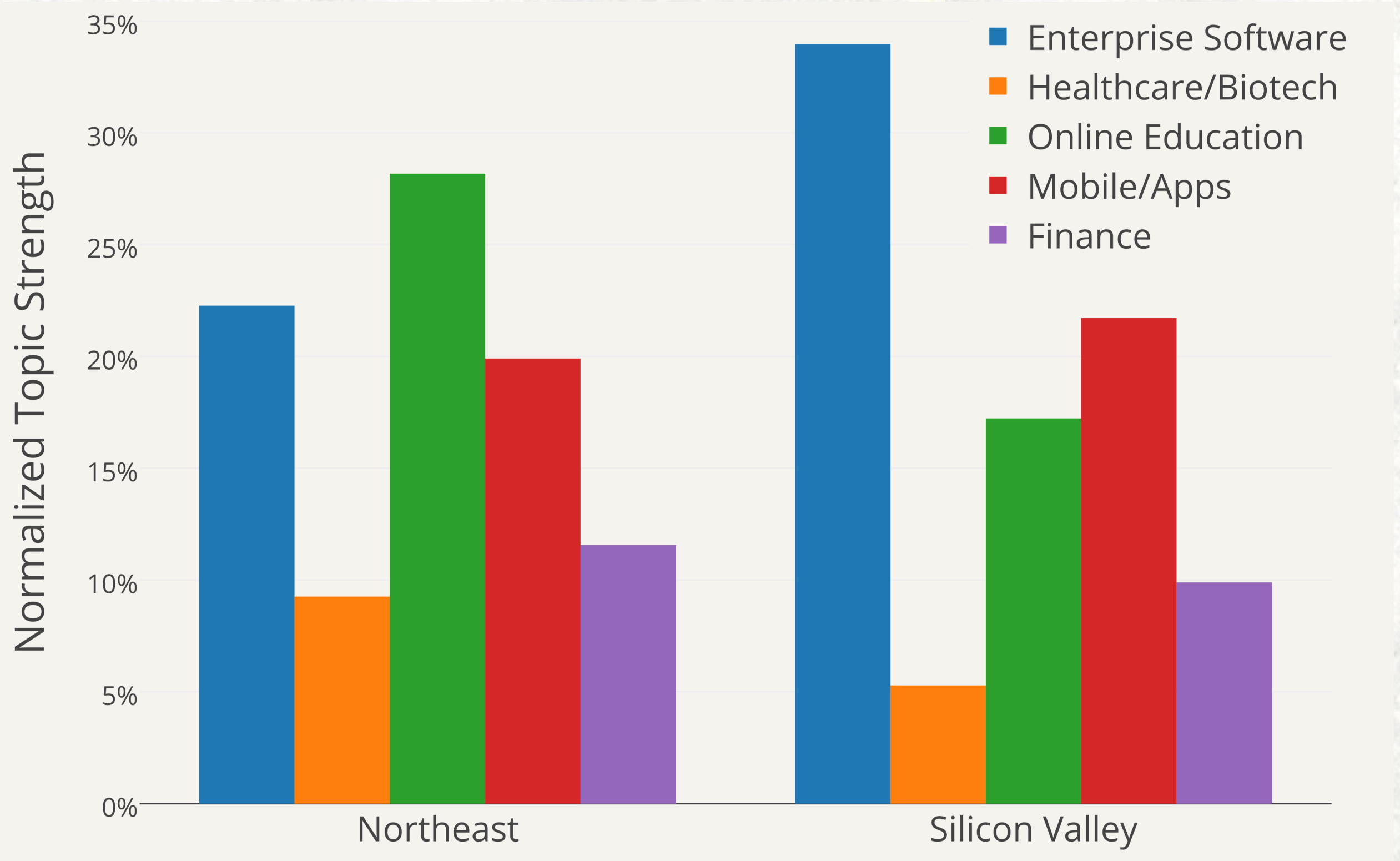
- **Topic 3: Mobile/Apps**

- app, mobile, user, device, new, android, apps, store, iphone, windows

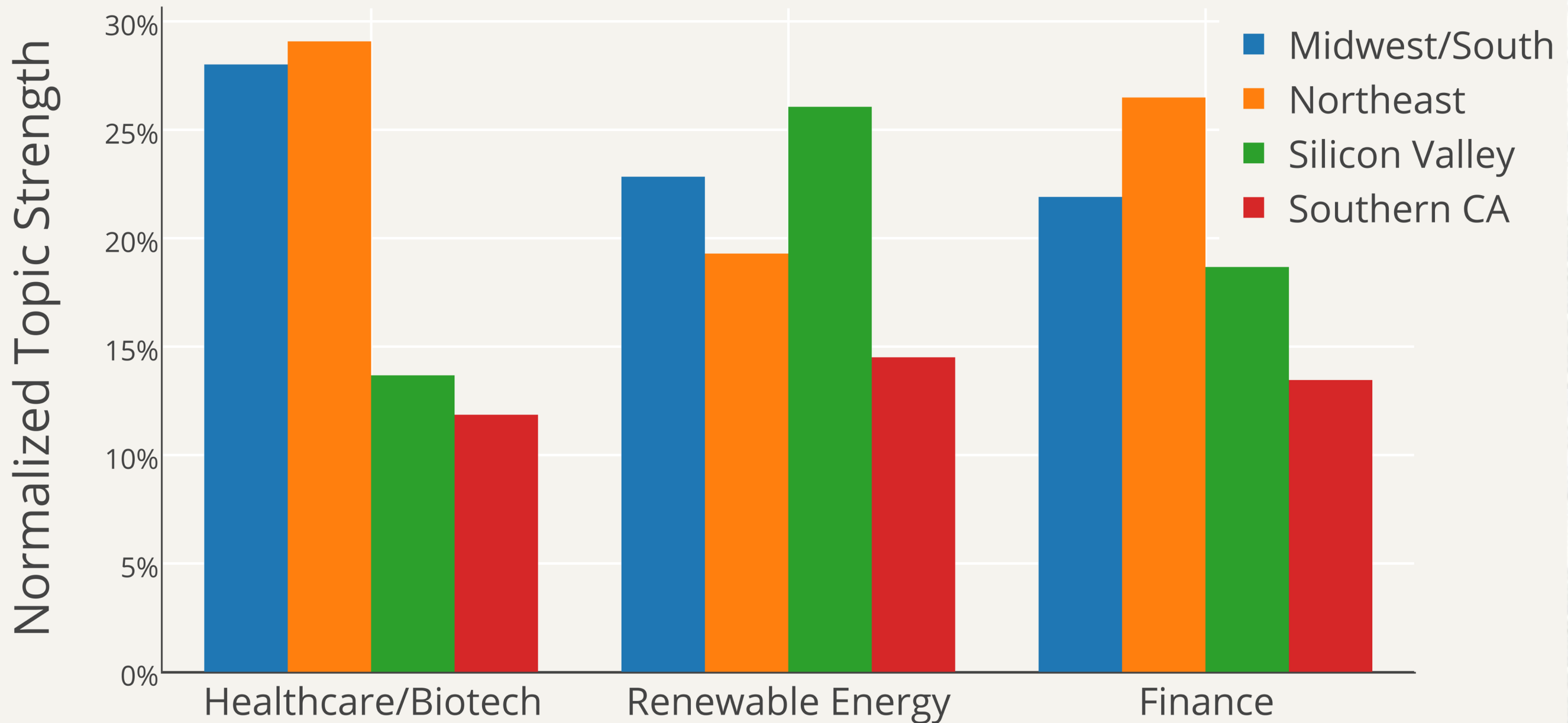
- **Topic 4: Finance**

- statement, looking, forward, risk, company, result, uncertainty, securities, release, future

Topic Strength by Region



Region Strength by Topic



Web Application

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Type or paste your press release below:

SAN FRANCISCO, November 23, 2015 - Starting today, 100 local business owners across the country are the first to accept chip cards and payments like Apple Pay from their customers with Square's new reader, giving their customers a simple, fast, and secure payment experience. They represent the first set of local businesses to have access to the same new technologies that big corporations often invest in. With a tap of a phone, their customers are out the door.

The first group of businesses to use Square's new reader include Honey Butter Fried Chicken in Chicago, Philz Coffee in San Francisco, Sump Coffee in St. Louis, Cafe Grumpy in New York City, and all 20+ merchants in the Urbanspace Vanderbilt food hall in New York.

"We've always wanted to offer our customers the option to pay with Apple Pay and we're thrilled that Square has helped us make this a reality," said Joshua Kulp, Executive Chef of Honey Butter Fried Chicken in Chicago.

"Our customers have been asking about contactless payments. Now it's here – with one tap, customers at our Grand Central location can grab a coffee right before they jump on the train!" said Caroline Bell, Owner of Cafe Grumpy in New York City.

Local sellers are also using Square's new reader in cities across the country including Atlanta, Austin, Boston, Denver, Los Angeles,

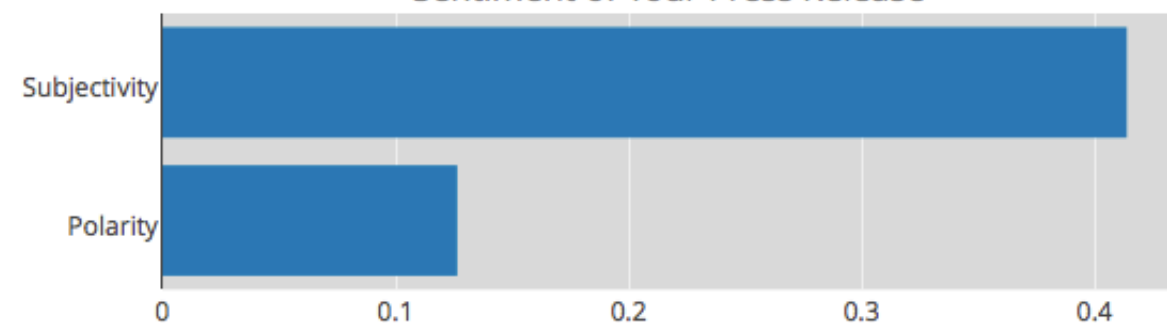
Submit

Press Release Analysis

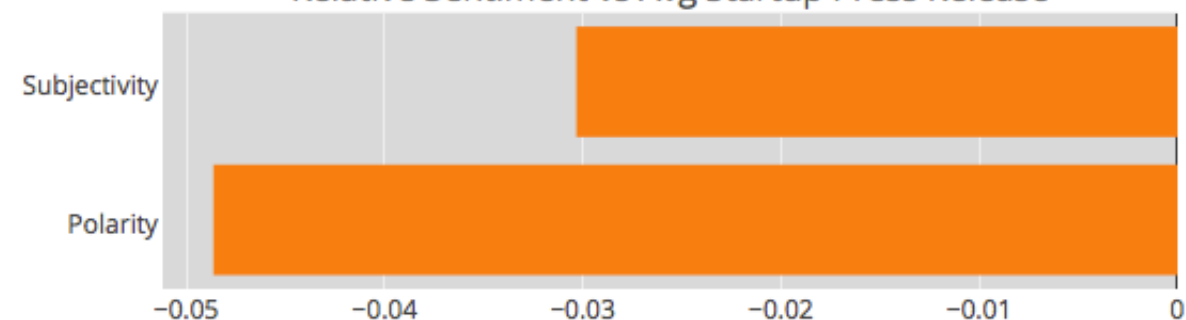
Word Count: 470

Sentence Count: 19

Sentiment of Your Press Release



Relative Sentiment vs Avg Startup Press Release



[Edit chart »](#)

Further Work

- Larger Corpus of Press Releases
 - Historical documents to perform time series analysis
 - International documents to show differences by country
- Add news articles from NYT, WSJ, TechCrunch, etc
- Combine company financials/valuations with sentiment analysis to possibly find correlation and/or predictive value

Thank You



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